

July 13, 2003

WEST VIRGINIA BULLETIN NO. WV260-3-1

SUBJECT: INF - Success Stories

Purpose: To provide guidelines for submitting success stories

Expiration Date: This bulletin expires September 30, 2003.

ACTION REQUIRED BY: September 19, 2003.

The work done by NRCS employees has significant impact on our customers and the communities in which they live. We need to share this information to help “sell” conservation and to demonstrate to Congress and the American public the value that they receive in exchange for the funds allocated to NRCS.

Each field office and RC&D office is to electronically submit at least one success story to Peg Reese at Peg.Reese@wv.usda.gov by September 19, 2003. Use the attached guidelines to develop your success stories. Additional success stories should be sent to Peg on an on-going basis.

The success stories will be placed on the NRCS-WV website and used to communicate our work and programs. Prospective audiences include the media, public, congressional leaders, and USDA.

You have been working hard. This is a great opportunity to share the work that you are proud to have accomplished. I am looking forward to seeing your achievements.

/s/

**LILLIAN V. WOODS
State Conservationist**

Attachment

DIST: A, F, RCD

Guidelines for West Virginia Success Stories

- Success Stories should be short, but effective. Try to keep the amount of information provided to one page
- Focus on people and the effect of NRCS assistance to the landowner or customer. Be specific as possible i.e. “provided two additional months of grazing” rather than “improved the landowners bottom line”.
- Quotes from a landowner give a success story impact.
- Language should be non-technical and as jargon-free as possible
- Good photographs help to tell a story. Send images separately as a jpg.
- Provide the following information to Peg Reese, Public Affairs & Marketing Specialist, for possible inclusion in PRMS and the West Virginia Web Site.

Program or Category: Example: CTA, Conservation Education, Earth Team, EQIP, FPP, GRP, WHIP, WRP, etc.

Overview: Keep to one paragraph

Accomplishments:

Program Benefits to Landowner:

Program Benefits to Community:

Contact: